

# FP IN '61: 'GRATIFYING IMPROVEMENT'

## Mason Heads Film Advertising Circle

Charles Mason, advertising and publicity director for The Odeon Theatres (Canada) Ltd., was elected first chairman of the Film Advertising Circle under a three-month rotation system for the office passed at the April meeting of that body at the Westbury

(Continued on Page 8)

## Vaclavek's Brief To BBG Asks Aid

Three major recommendations intended to encourage "the firm establishment of a Canadian film industry" made to the Board of Broadcasters by Oldrich Vaclavek, BBG Cent of Commonwealth Productions, Vancouver, in a brief to the govern-

(Continued on Page 3)

## J. J. FITZGIBBONS SEES NO 1962 INCREASE IN TV GROWTH

Famous Players Canadian Corp., which at the end of the year had an interest in 287 regular theatres and 44 drive-ins through its own and its associates' operations, had an increase of net profits—\$2,423,919 compared to \$1,857,251. The 1961 results include 40c per share of profits from the sale of fixed assets and marketable securities, where in 1962 the figure was 12c per share.

### Alberta MLA Highlights Censorship Absurdity

The absurdity of film censorship in Canada, a provincial function, was highlighted recently in the Legislative Assembly of Alberta, when Ambrose Holowach, SC MLA from Edmonton, asked that certain CBC officials should be asked to show why they "should not be brought before the bar of the Legislature to give reason why they should not be cited for public contempt."

While the provinces can censor films for theatres, they cannot touch anything on television, which is under federal jurisdiction. Thus films rejected by the provincial censor for theatre use come into the home on TV.

Columbia's *The Wild One* was banned from Alberta theatres in 1954 and an appeal board upheld Col. P. J. A. Fleming, the provincial censor. When the film was scheduled for TV Premier Man-

(Continued on Page 6)

This "gratifying improvement," states John J. Fitzgibbons, Sr., president, in his annual report, came through "adjustments which we have made in our business including the elimination of unprofitable theatres and economies that have been effected and because we did not in 1961 have to absorb any cash losses on the

(Continued on Page 3)

## Can. Undertones In Oscar Awards

Names of those who were nominated for Oscars or won them had among them a number familiar in Toronto, where they participated in Canadian production efforts. Eugen Shuftan, who got the award for photographing 20th-Fox' *The Hustler* in black and

(Continued on Page 6)

### New Theatre In Project

Webb & Knapp's \$100,000,000 civic centre for Edmonton will have a theatre in its culture and recreation centre and a coliseum capable of seating 11,000 people. City approval is being awaited.

## CANADA'S FOX WINS SKOURAS DRIVE

Canada's 20th Century-Fox organization, headed by Peter S. Myers, has won the Spyros P. Skouras 20th Anniversary Celebration Drive, while the Montreal branch, headed by Gordon Lightstone, Jr., was first in the USA and Canadian branches' drive and Vancouver, under Dawson Exley, third.

Myers, Lightstone, Exley and their wives, along with Vic Beattie, Canadian sales manager, who headed the drive here, were invited to the \$25-per-person testimonial dinner given in honor of Skouras by the Allied States Association of Motion Picture Exhibitors and the Theatre Owners of America at the Waldorf-Astoria, NY last week. They stayed on in the hotel over the weekend as guests of Skouras.

Myers and Beattie also sat in on a two-day sales session at the home office previous to the dinner. Production, distribution and promotion plans on forthcoming films were discussed.

The victories brought cash prizes to the personnel of the branches and to head office employees.

## FOUR MAJOR WB FILMS SHOOTING

Four major Warner Bros. motion pictures — *Critic's Choice*, *Gypsy*, *Days of Wine and Roses* and *Gay Purr-ee* — now are before the cameras in Hollywood.

*Critic's Choice*, in Technicolor, stars Bob Hope and Lucille Ball, and is the latest of the four to start shooting. It is being produced by Frank P. Rosenberg and directed by Don Weis. *Gypsy*, a Mervyn LeRoy Production in Technicolor, is based on the long-run Broadway musical and stars Rosalind Russell, Natalie Wood and Karl Malden, with LeRoy producing and directing.

*Days of Wine and Roses* stars Jack Lemmon and Lee Remick and is being produced by Martin Manulis and directed by Blake Edwards. *Gay Purr-ee*, a UPA musical animated film, features the singing and speaking voices of Judy Garland, Robert Goulet, Red Buttons, Hermione Gingold and Paul Frees. It is being produced by Henry G. Saperstein and directed by Abe Levitow.

## Producers' Hopes High For Gov't Aid In '62

A high degree of optimism pervaded the annual meeting of the Association of Motion Picture Producers and Laboratories of Canada, held in Toronto's Westbury Hotel last week, in connection with the two matters of major interest to those present — government support for Canadian production along the lines of that provided in other countries and a more reasonable basis for the Ontario sales tax.

The Planning and Development Committee, chaired by John T. Ross, the president, feels that this is the year in which strides will be made in the direction of attracting the government's interest and support. A number of

(Continued on Page 8)

### U-I's 'A Gathering Of Eagles'

Mary Peach, British actress, will star opposite Rock Hudson in U-I's *A Gathering of Eagles*.

### Jack Fitzgibbons Up For VCI Property Master

John J. Fitzgibbons, Jr., a past Chief Barker of the Toronto tent of the Variety Clubs International, has been nominated for International Property Master. Elections will be held at the 35th annual convention in Dublin May 15-18.

Rotus Harvey, San Francisco, has been nominated for International Chief Barker; James Carreras of London for 1st Assistant ICB; Ralph Pries, Phila., for 2nd Assistant ICB; and Joseph Podoloff, Minneapolis, for International Dough Guy.

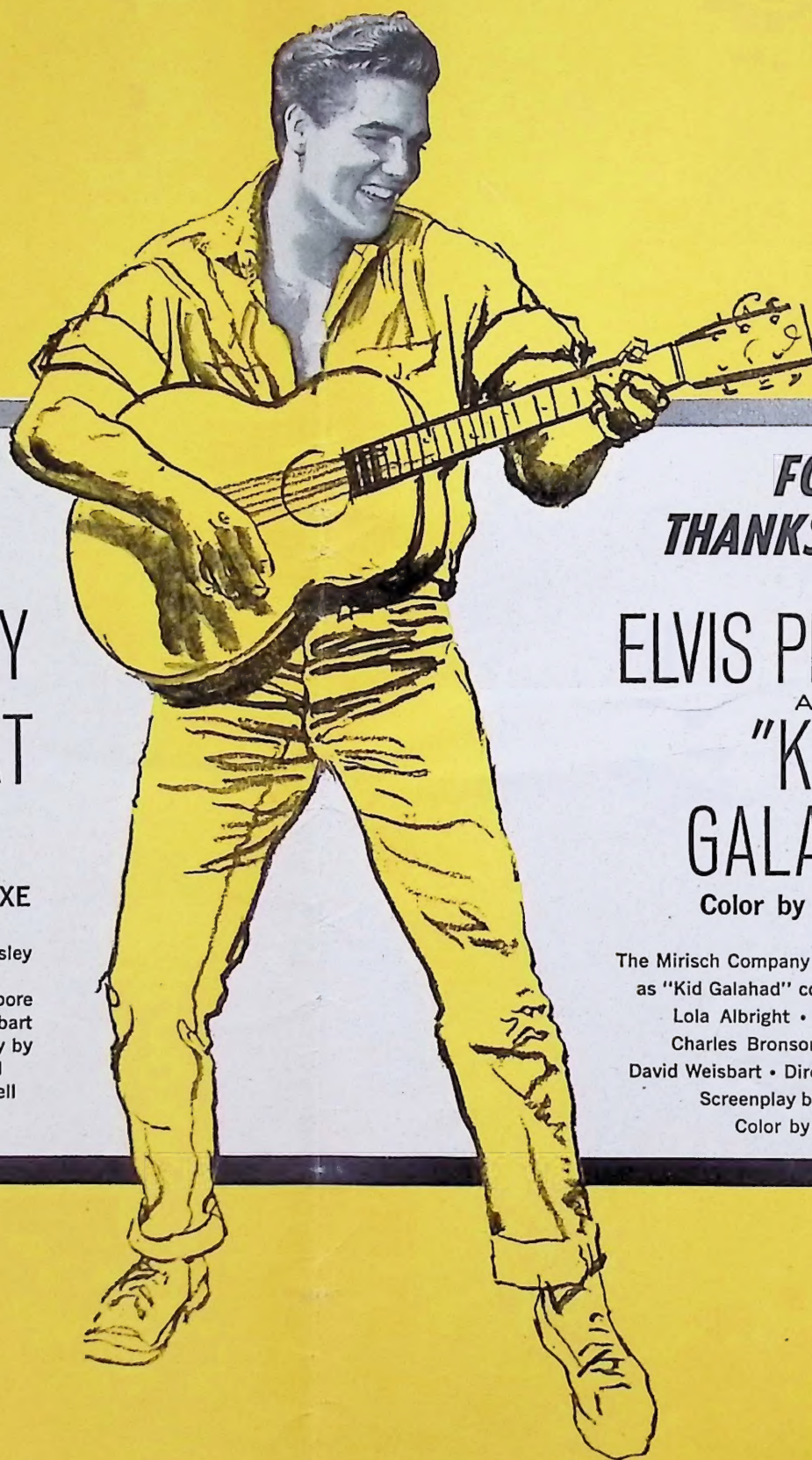
**Transfer Taylor;  
Stevenson Upped**

Alfred R. Taylor, general manager and vice-president of Paramount Film Service Ltd., who is its representative with Affiliated Pictures Corp. Ltd., the company it operates jointly with Columbia Pictures of Canada, will move to Dallas early

in May as successor to Tom Bridge as division manager. He will be succeeded in Toronto by Mickey Stevenson, assistant general sales manager of Affiliated under Harvey Harnick. Taylor came here in Sept., 1961 from the Chicago branch.



Your Holiday Entertainment  
Comes from The Mirisch Co. and UA!



**FOR  
EMPIRE DAY \***

ELVIS PRESLEY  
IN  
"FOLLOW THAT  
DREAM"

PANAVISION® Color by DELUXE

The Mirisch Company presents Elvis Presley  
in "Follow That Dream" co-starring  
Arthur O'Connell • Anne Helm • Joanna Moore  
Jack Kruschen • Produced by David Weisbart  
Directed by Gordon Douglas • Screenplay by  
Charles Lederer • Based on the novel  
"Pioneer, Go Home!" by Richard Powell  
Color by De Luxe • Panavision

**FOR  
THANKSGIVING**

ELVIS PRESLEY  
AS  
"KID  
GALAHAD"

Color by DE LUXE

The Mirisch Company presents Elvis Presley  
as "Kid Galahad" co-starring Gig Young  
Lola Albright • Joan Blackman  
Charles Bronson • Produced by  
David Weisbart • Directed by Phil Karlson  
Screenplay by William Fay  
Color by De Luxe

\*And, of course, now booking all thru Summer.



# Film Weekly

Incorporating the  
Canadian Moving Picture Digest  
(Founded 1915)

Vol. 27, No. 16 April 18, 1962

HYE BOSSIN, Editor

Assistant Editor . . . . . Ben Halter  
Office Manager . . . . . Esther Silver

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## VACLAVEK'S BRIEF

(Continued from Page 1)

ing body. Commonwealth is busy building studios representing an investment of several million dollar.

First he suggests that the Canadian Broadcasting Corp. and CTV, the private network, set up revolving funds of \$750,000 and \$500,000 respectively for the co-production of pilot films. Co-producers would be required to put up 25 per cent of the financing as well as provide the pilot film script, series outline and production personnel. The CBC or CTV would have Canadian distribution rights and the film company would make the international arrangements, both sharing the profits.

Second, all filmed TV commercials produced in Canada should be considered Canadian content under the BBG ruling. Third, the CBC, the private network and independent stations should refrain from competing with independent film producers by contracting with them to supply specific programs.

Television in Canada, VACLAVEK contends, will make small progress until it allies itself with the Canadian film industry. Britain's present poor TV standards are due to this lack of such an alliance, while the high ones of the USA began when the impasse between the TV and film industries was broken.

He deplored the tendency of television broadcasters to dispose of Canadian content shows in low-audience periods. "In certain respects we sympathize with them," his brief stated, "but Canadian-content programs have the status of poor cousins or imbecile aunts hidden from popular sight by confining them to the early afternoon hours." This will continue while the Canadian TV industry continues to "go it alone" and not call on the superior resources of the film industry.

### Cast Of 'Diamond Head'

Charlton Heston, France Nuyen, Yvette Mimieux, James Darren and George Chakiris have been set to star in Columbia's Diamond Head.

## 'Gratifying Improvement'

(Continued from Page 1)

operation of Telemeter." He felt that while theatre receipts were affected adversely in 1961 because of the opening of new TV stations, there was little need to anticipate substantial additional competition of that kind this year, since "the number of television station licences that can be granted has now been almost entirely allocated."

The recovery of the USA theatre business from the effects of television competition would be duplicated in this country in the next few years, Fitzgibbons predicted.

Twenty-one theatres in which the company is interested are closed and awaiting disposition by sale or termination of lease. During 1961 the lease was dropped on six theatres and seven properties were sold by FP. Affiliated companies did not pick up the lease on five houses, sold two and demolished one.

During that time FP bought one drive-in and two indoor theatres and acquired a half interest in two others. Affiliated companies bought one drive-in and three indoor theatres. United Amusement Corp., of Montreal, an FP affiliate, opened the twin-auditorium Dorval Theatre last week.

Other aspects of the report:

**Sunday movies.** "Sunday operation has provided a net addition to our theatre grosses."

**Television.** Famous Players has interests in Quebec, Kitchener and Vancouver stations. The first two are doing well and as for Vancouver, "we are confident of the company's eventual success."

**Amusement taxes.** These "still represent more than seven per cent of the total gross taken in at our theatres."

**Community antenna systems.** FP has interests in London, Cornwall, Port-Arthur and Fort William, and a system that will begin serving Stratford, Kitchener, Galt, Preston and Hespeler when completed in 1963. Metropolitan Cable Vision, an FP division which installs small receiving systems in subdivisions in which developers do not wish their buildings defaced by TV antennas, is active. FP does not look forward to "any profits from these investments in the near future,

although in the longer term they should add substantially to our earnings."

**Telemeter.** Recent experiences in signing subscribers and getting responses to additions to the regular programs, such as special productions, is "encouraging."

**Color television.** The company is retaining a firm of well-known engineers to advise it how to best exploit its exclusive licence for the manufacture and sale of color TV sets using the Chromatron tube, which can retail for a third less and provide a high degree of brightness.

**Bowling.** Because of "high depreciation writeoffs" its six bowling establishments have not been profitable.

**General Sound.** General Sound and Theatre Equipment Ltd. has improved its position substantially during the year and operated profitably in its past two quarters.

**Winnipeg Motel.** Public reception to the Airliner Motor Motel and Town and Country Restaurant, which an affiliate, Western Theatres Ltd., operates, "has been excellent" since its opening last year.

**Famous Players** has more than 5,800 employees and the 25 Year Club now has a membership of 431, of which 328 are still actively employed.

The report expressed appreciation of theatre managers and members of the projectionists' union whose work helped bring in Sunday movies.

### 20th Century-Fox '61 Loss: \$22,532,084

Operating loss of 20th Century-Fox for last year was \$22,532,084 after special writeoffs and reserves of \$13,922,000 on TV and theatrical inventories. Sale of studio property brought a special credit of \$25,477,917, so that net income for 1961 was \$2,945,833 — or \$1.88 a common share.

Production costs on Cleopatra, the final budget of which is estimated at \$20,000,000 in the trade, were a factor in the rise of expenses to \$139,960,143 from \$121,224,570. Revenues went down to \$117,428,059 compared to \$118,356,457.

### FIVE OFFICERS UPPED AT COLUMBIA

Five new executive appointments and promotions were announced recently by Columbia Pictures Corp. in New York following a meeting of the Board of Directors.

Leo Jaffe, formerly first vice-president and treasurer of Columbia, has been elevated to the post of executive vice-president; M. J. Frankovich, vice-president in charge of British and Continental production activities, has been elected to the post of first vice-president; Sol A. Schwartz has been named vice-president in charge of West Coast operations; Seymour Malamed, formerly assistant treasurer of Columbia, has been elected treasurer of the company; and Jerome Hyams, newly-elected executive vice-president of Screen Gems, Columbia's television subsidiary, has been appointed to the Columbia Pictures Board of Directors to fill the unexpired term of the late A. Montague.

## OUR BUSINESS

by N.A. Taylor

### OUR TOURIST PROBLEM

THE standing committee of our Senate on tourist traffic is concerned about the drop in the flow of tourists to our country and the methods we use to attract them. This was commented on in a recent editorial in Toronto's *Globe and Mail*.

It was pointed out that since new and speedier methods of transportation have made Europe and other parts of the world so readily and economically accessible to American tourists, it has had the effect of reducing such traffic to Canada which had so long enjoyed the benefits of it. It was stated that since it is now so easy to get to Europe, conversely it should be just as easy for Europeans desirous of travel to come this way and with the rising tide of prosperity there, an increasing number of potential tourists should be available. The problem, of course, is to get them to come to our country. Various suggestions were made for the Dominion Government to increase promotion, through the establishment of tourist bureaus in important European cities, stepped-up advertising campaigns and simplification of customs and immigration procedures. One important potentiality was overlooked.

In recent years we have had a plethora of motion pictures which included in their content vivid picturizations of the charms of Rome, Venice, Florence, Paris, the Rivières, England, Scotland and Ireland, to mention a few. This must have stimulated the desire on the part of thousands of people on this side of the ocean to visit and enjoy the wonders of such places. It is true that we have countered with the excellent documentaries of the National Film Board. However, without casting the slightest aspersion on the splendid job which has been done by this medium, we suggest that a broader and more alluring canvas can be painted by Canadian feature films.

If trade follows the film, surely tourist traffic does as well, perhaps even more readily. Canada is but vaguely known to the peoples of Europe and the rest of the world because we have not extended

(Continued on Page 8)



**COLUMBIA'S GOT A GR**

# MICKEY MANTLE

The  
greatest  
guys  
in baseball...

The  
luckiest  
kid  
in the  
world...

Set to  
hit new  
boxoffice  
highs!!!



**TAKE A TIP FROM THE COACH AT COLUMBIA... J**



**RAND SLAM FOR YOU!**

# **& MANTLE & MARIS**

Millions have read about  
them . . . Millions have heard  
about them . . . Now, the  
idols of millions, Mantle and  
Maris, play themselves and  
become the buddies of their  
little leaguer pal.

# **"SAFE at HOME"**

*Distributed By*  
**AFFILIATED PICTURES**

CO-STARRING  
**WILLIAM FRAWLEY · PATRICIA BARRY · DON COLLIER**  
WITH **BRYAN RUSSELL** SCREENPLAY BY **ROBERT DILLON** BASED ON A STORY BY **TOM NAUD AND STEVE RITCH** PRODUCED BY **TOM NAUD**  
DIRECTED BY **WALTER DONIGER** A **NAUD-HAMILBURG** PRODUCTION

**JOIN THE TEAM AND SET YOUR PLAYDATE TODAY!**





## News Clips

Office and lobby renovations at the Capitol, Brantford, now under way, will cost \$75,000. It's a Famous Players theatre . . . One dollar a month assessment for six months on the 3,200 members of the Affiliated Property Craftsmen, largest West Coast IA local, has been recommended by its executive board to fight runaway production . . . Members of the BC Legislative Assembly recently argued film censorship. David Barrett said the \$20,000 being voted was a waste of money but Randolph Harding disagreed, claiming there were valid reasons for film censorship. John Tisdalle asked that censor R. W. McDonald's salary, now \$6,180, be raised . . . "Pay-as-you-see" — closed circuit television — pioneered in Canada has been reported as having no "conclusive evidence of public acceptance," Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, told the annual meeting of the Canadian Association of Broadcasters in Montreal last week.

Curly Posen has closed his Kent, Toronto, for dressing up. AGE Film Society, using the house on Thursdays, curtailed its season by doubling up films. Film societies did much better when they were the only theatre film shows on Sunday. It seems a good proportion of members were interested in the entertainment values in old films rather than cultural ones . . . Dawson Exley, 20th Century-Fox, is the new president of the Vancouver Film Board of Trade, with Dave Gilfillan of MGM vice-president and B. Rudston-Brown of Empire-Universal secretary . . . Aaron Fox, 65, brother of the late Wm. Fox and treasurer of the old Fox Film Corp., died in NY recently.

The Macfadden-Bartell Corp. Telelobe Pay-TV System, Inc., the owners of which have applied to the USA's FCC for authorization to conduct a three-year test in Denver, was demonstrated last week at the Savoy-Hilton, NY. In Los Angeles Oliver Unger, president of Closed Circuit Entertainment Co. Inc., completed arrangements to bring a boxing show from the local sports arena into homes on April 23 . . . Industrial Film Maintenance of Toronto has appointed Inland Broadcasting Service of Winnipeg its Western representative to extend its 16 and 35 mm. film services from coast to coast . . . James Pratt, executive production manager for U-I for 12 years, has rejoined the company in the same post as successor to George Golitzen, who was recently named to the position of producer.



SCENE AT A LUNCH COUNTER. The waitress' dialogue is in Italics, the customer's in Roman—or what you're apt to call "regular" type. Waitress: *What'll ya have?* Customer: A salmon san'wich. *Horseshoe or Sockeye?* What's the difference? *Horseshoe's fi' cents more.* Horseshoe. *Lettuce or onion?* Lettuce. *On a roll, bagel or bread?* Bread. *White, rye or whole wheat?* White. *Plain or toasted?* Plain. *Tea, coffee or milk?* Coffee. *Cream and sugar?* (The customer didn't answer; he had fainted from hunger) . . . Dion, whose name I never heard until he came to Toronto to star in *Ten Girls Ago*, sold hundreds of thousands of copies of his last recording, I'm told. Such a kid yet. That reminds me of the message boy who got lost for a couple of days in the Decca Building and came out with



a hit record and a seven-year contract . . . Ad names that sound like double-talk: Braniff and Flouristan . . . Harry Painter, Warner Bros.' general manager around 1930 and now 60, is operating the Atomic Drive-in at Spragge and is feeling fine. Sends his best . . . Toronto now has a Stork Club, as well as New York. It's in the Westover Hotel and is managed by Lou Marshall, one-time manager of The Stork Club, London, and the Barclay's Indigo Room here. Excellent decor, good food and a swinging show.

WE GAVE the names of the Fermac Graphic officers in our recent report of the company's prospectus, mentioning that Win Barron was vice-president under its \$18,000-a-year president and general manager, David Feldman. Some alleged "good friends" of Win's told him they saw this note as "vicious." Get rid of them, Win, such trouble-stirrers are not your friends . . . Time gave Sam Fingold space on his Foundation Company takeover. In our Nov. 1, 1944, edition we began a front-page story on Sam: "Acquisition of Moore's Theatre, Grimsby, Ontario, gives Sam Fingold, rising young circuit operator, his ninth house." By 1956 his theatres numbered 40 and Rank acquired 20 of them some years ago. What I enjoyed most about Sam's ventures was his Pronto Pup, a wiener in batter he had acquired Canadian rights for. One summer's day at his house Tom Daley, Ralph Dale, Archie Laurie, Dick Main, the late Clare Appel and I ate our way through dozens of them. Sam Fingold is one of the nicest guys in the world and deserves everything good that comes his way—as all his friends will tell you . . . Maurice Zolotow, in the article about Cardini in his *It Takes All Kinds*, surprised me with this: "The best fingers for a magician are short stubby fleshy fingers." Better for back-palming . . . IFD's sales g.m., Jack Bernstein, gambled on Sophia Loren to win the best actress Oscar by ordering six extra prints of *Two Women* at a pretty penny for Odeon playing. I wish he could call horses that well.

OVERHEARD: "There are all kinds of analysts these days. There are economic analysts that aren't psychos and psychoanalysts that are" . . . Ease of manner and real appeal were shown by Sammy Sales' pretty and personable daughter, Sally, in CBC-TV's *The Most Beautiful Girl in the World*, written by Bernie Slade for the hour-long *Playdate* series and starring Kate Reid and Neil McCallum . . . Sidney Skolsky reports that David Brando, 18-year-old nephew of Marlon and son of his sister Jocelyn, "has left Columbia University to join a Toronto, Canada theatre group and prepare for an acting career." Marlon and Jocelyn are working together in *The Ugly American* . . . At the opening ceremonies for the new Bathurst Heights branch of the North York Library Henry Marshall, head librarian, recalled the faux pas of a toastmaster introducing Walter Pidgeon. "Mr. Privilege," he said, "this is indeed a Pidgeon." The North York Public Library, headed by Wm. L. Graff, who was engaged in film activities some years ago, is the third largest in Canada . . . Friend Al Desser sent me a scholarly work by Burgo Partridge, *A History of Orgies*, from Pittsburgh for my birthday. The gift wrapping and the outside wrapping had obviously been disturbed. What a time the Customs people, who are also book censors, must have had deciding whether to let the book into the country!

## OSCAR AWARDS

(Continued from Page 1)

white, was cinematographer for Taylor-Roffman's *The Bloody Brood*, made at Meridian Films, Toronto, in 1961. One of the stars was Peter Falk, who was up for a best supporting actor award because of his performance in UA's *A Pocketful of Miracles*. Allied Artists released *The Bloody Brood*.

Harry Horner, now a Toronto resident, won his second Oscar for black-and-white art direction on *The Hustler*. He directed several of Crawley Films' RCMP TV segments and will pilot its first feature, *Barometer Rising*.

Very Nice, Very Nice, a seven-minute animation subject produced by Arthur Lipsett, was nominated in the documentary shorts category.

Seven Arts Productions, a Toronto-based company now one of the giants of the entertainment world and headed by Louis Chesler, has a large interest in *West Side Story*, chosen as the best film and winner of nine other Oscars.

James B. Gordon, one of those responsible for the technical effects in Taylor-Roffman's *The Mask*, made at Toronto International Film Studios and released by Warner Bros. in 1961, contributed to the devising of a system of decompressing and recomposing CinemaScope pictures for conventional aspect ratios. Twentieth Century-Fox Research Dept. and DeLuxe Laboratories Inc. shared a Class II Oscar for this.

Other winners included Jerome Robbins and Robert Wise, directors of UA's *West Side Story*, best direction; Maxmilian Schell, best actor for his performance in UA's *Judgment at Nuremberg*; Sophia Loren, best actress for her stint in IFD's *Two Women*; and George Chakiris and Rita Moreno, best supporting actor and actress for their roles in *West Side Story*.

## Speed Photo Congress

Sixth International Congress on High-Speed Photography will be held Sept. 17-22, 1962, at Scheveningen, Netherlands. Chairman is Dr. J. G. A. de Graaf.

## CENSORSHIP


(Continued from Page 1)

ning, who is also Alberta's attorney-general, called on federal officials to withdraw it. He received no reply from the Hon. George Nowlan, Minister of National Revenue, who reports for the CBC in the House.

Harry Strom, SC-Cypress, suggested an appeal board, such as that set up from time to time to consider theatre showings, be employed to rule on CBC film showings.

Holowach moved that the CBC be required to comply with "the laws of the provinces regarding film showings."



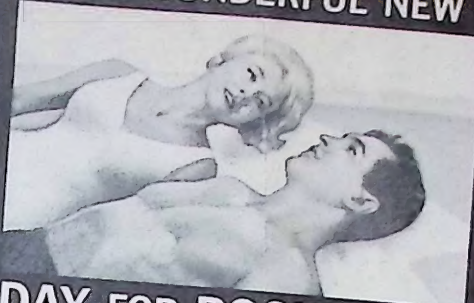
The Picture that's got **VIP!** 

THAT TANTALIZING **SOMETHING** THAT MAKES YOU

♥ ♥ ♥  
**FLIP!** ♥



IT'S A WONDERFUL NEW



DAY FOR ROCK AS THE



"PILLOW TALK" PLAYMATES



TANGLE AGAIN IN A NEW



HILARIOUS LOVE STORY!

**Rock Hudson ♥ Doris Day**  
**Tony Randall**

co-starring **EDIE ADAMS · JACK OAKIE · JACK KRUSCHEN**

Written by STANLEY SHAPIRO and PAUL HENNING • Directed by DELBERT MANN • Produced by STANLEY SHAPIRO and MARTIN MELCHER • Executive Producer ROBERT ARTHUR

A 7 Pictures Corporation — Nob Hill Productions, Inc.—Arwin Productions, Inc. Picture • A Universal-International Release

Distributed by

**Empire-Universal Films Limited**

**"LOVER  
COME  
BACK"**

in Eastman COLOR



"I PLEDGE  
NEVER  
TO REVEAL  
THE SECRET  
OF **Vip**  
IF YOU DON'T!"





JOHN T. ROSS

Elected president of the Association of Motion Picture Producers and Laboratories of Canada at the annual meeting in Toronto last week as successor to Henri Michaud, Montreal. Ross is president of Robert Lawrence Productions (Canada) Ltd.

C. H. Everett, Ottawa, Crawley Films, is 1st vice-president and Dean Peterson, Toronto, Peterson Productions, 2nd vice-president.

Other directors are Sydney Banks, Toronto, S. W. Caldwell; R. J. Beaudry, Toronto, Pathe-DeLuxe of Canada; E. W. Hamilton, Vancouver, Trans-Canada Films; Hugh Moreland, Toronto, Moreland-Latchford Productions; Tolly Reviv, Ville LaSalle, PQ, Tolea Film Productions; and A. T. E. White, Halifax, Eastern Film Laboratories Ltd.

## FILM AD CIRCLE

(Continued from Page 1)

Hotel, Toronto, last week. Mason played an important part in the organization of the Circle last November. He will be followed by Win Barron of Affiliated.

Much of the discussion of the meeting was given over to the disparity between publicity given films and that given television. This, it was pointed out, is not as wide as it was where the realization has come that the boosting of television has resulted in advertisers cutting their newspaper budgets to increase TV expenditures.

One Toronto newspaper issues a 12-page tabloid insert devoted to television each Friday.

Another harmful practice was that of placing large ads for TV stations on the amusement pages near theatre advertising and some makeup editors have agreed not to do this. Too often these ads are counter-advertising in exchange for TV commercials for the newspaper.

One member of the Circle reported seeing a Saturday amusement insert which carried the names of each entertainment medium covered on its front page. For "Movies" he found a column on the back page which listed

## Court Battle Of Giants; RCA Asks \$174 Million

Radio Corp. of America has filed a \$174,000,000 damage suit against the Philco Corp. and the Lansdale Tube Co., as well as moving to enjoin the Ford Motor Co. in the Philco suit, which charges that company with conspiring to block color television. Ford took over Philco last Sept.

The action, filed under the antitrust laws, was a counter-claim to Philco's antitrust suit against RCA, NBC, General Electric and AT&T for \$150,000,000. Filed in 1957, the Philco suit is still before the courts. In it Westinghouse was named as a defendant, not as co-conspirator. It is Philco's contention that RCA, GE and AT&T conspired to divide areas of jurisdiction, with each company being assigned all new patents related to its field.

## 'Tiffany's' Sets Record

Paramount's hit comedy, Breakfast at Tiffany's, has set an all-time house record for length of run at the Hollywood in Toronto, where it is in its 17th week. Previous record-holder at the 1,709-seat, dual auditorium theatre was another Paramount film, The World of Suzie Wong, which lasted 14 weeks. It should get an additional lift from the Oscars for best musical score and song.

## Hamilton Projectionists Now Have Pension Plan

A pension plan with a provision of retirement at 70 and payment for 10 years has been worked out by Local 303 of the IA, which is the Hamilton projectionists' union, and 15 exhibitors of that city. It can be joined by men up to 60 and is based on present earnings, so that a man 20 years in the plan can get a retirement pension up to \$130 per month.

Exhibitors match the voluntary contribution of five per cent each month by the employees. The plan was worked out by R. C. Tomlinson of the Manufacturers Life and Hugh Usher, Local 303 business manager.

## New Drive-in For PEI

Construction is expected to start in May for the first drive-in in the Alberton, PEI area. To be built by Fred and Gordon White, it will be on a site overlooking nearby Goose Harbor and will be named the Princess Pat. The Whites also own the 320-seat Princess Pat, the only theatre in Alberton.

features to be shown on TV and at what times. There was nothing about films in theatres outside the paid-for advertising.

Guests at the luncheon were Jerry Evans, Universai, NY, who was introduced by Barry Carnon, Empire-Universal, Toronto, and Hye Bossin, editor of the Canadian Film Weekly.

## REVIEW

### LIGHT IN THE PIAZZA

with Olivia de Havilland, Rossano Brazzi, Yvette Mimieux.  
(CinemaScope-MetroColor)

MGM 101 Min.  
FRESH, VIGOROUS THEME IS TREATED WITH SPIRIT AND TASTE. BRILLIANT SCENES OF ROME AND FLORENCE. A SUPERIOR FILM IN MANY WAYS.

An unusual theme is treated with intelligence, insight and dramatic forcefulness in Light in the Piazza. The story is about a vibrant, young American girl and her mother vacationing in Italy. It soon develops that the girl is actually a mature woman who suffered a brain injury during a childhood accident. As a result, although 26, she has the emotional, mental development of a child.

The awakening of the girl to love, the reaction of her parents, and the desperate need of the mother to believe that the girl can enjoy a normal life forms the basis of the story. It is touched with adventure, romance and excitement. All told this Arthur Freed CinemaScope-MetroColor production shines with skill and theatrical resourcefulness. The picture was filmed entirely in Florence and Rome with some great scenes the result.

Olivia de Havilland plays the mother who has the desperate need to believe that her daughter can be happy in a normal mold of life. By clinging to this belief she is close to breaking up her marriage to Barry Sullivan who feels it would be best to institutionalize the girl.

Yvette Mimieux plays the focal role of the daughter with the bounce and elan of an innocent young animal. She becomes enveloped with love when she meets a nimble, attentive, urbane young Italian, George Hamilton.

In addition, there is on hand Rossano Brazzi, the suave father of Hamilton. The attentions showered on the lonely mother by the worldly Brazzi provides another part of the story.

The ending is a happy yet strange one. After a setback the young lovers finally marry. But what will happen when the young husband discovers that his wife's innocence is retardation?

CAST: Olivia de Havilland, Rossano Brazzi, Yvette Mimieux, George Hamilton, Barry Sullivan, Isabel Dean, Moultrie Kelsall, Nancy Nevinson.

CREDITS: Produced by Arthur Freed; Directed by Guy Green; Screenplay by Julius Epstein; Photography, Otto Heller.

DIRECTION: Fine.  
PHOTOGRAPHY: Quite Good.  
(From The Film Daily, NY)

## Lazarus Joins Bronston

Paul N. Lazarus, Jr., who recently resigned as vice-president of Columbia Pictures, will join Samuel Bronston Productions on April 23 as executive vice-president, it was announced by Bronston in New York recently. Lazarus' responsibilities will include production and distribution.

## AMPPLC MEETING

(Continued from Page 1)

ways that federal aid can be provided has been suggested.

The Planning and Development committee, which has N. A. Taylor and F. R. (Budge) Crawley among its members, will work with the recently-organized Motion Picture Production Council in an effort to bring about greater government participation. The MPPC is headed by Arthur Chetwynd.

The AMPPLC also hopes for a favorable reaction from the Glasgow Royal Commission to its brief asking that a good measure of National Film Board and Canadian Broadcasting Corp. film production be assigned to private producers.

The AMPPLC recently asked the Provincial Treasurer to consider using the federal sales tax basis for Ontario-made films. The federal sales tax is applied on a footage basis regardless of the cost of the film, whereas the Ontario one goes on the final price. The federal sales tax is 11 per cent of \$9 per finished foot. The Ontario tax is three per cent and the AMPPLC would like this applied to \$9 per finished foot, instead of to the sales price.

The AMPPLC suggestion is considered to be a much more reasonable and fairer approach to the tax as it applies to films and there are high hopes that the Provincial Treasury will share this view.

At the banquet for members and their wives and guests which closed the day-long session Ross was installed as president by Henri Michaud of Montreal, his predecessor in office, and the former presented the latter with a clock as the AMPPLC's appreciation of his leadership.

Following the presentation Graeme Fraser, a past president, gave an address on Public Relations, which he described as "the management function that evaluates public attitude." Members could help clients in their Public Relations, which is one way of getting the most out of marketing calls — now averaging \$22 each.

J. J. Chisholm, the AMPPLC's first president, thanked Fraser.

## MGM's 'The Pawnbroker'

Rod Steiger will star in MGM's The Pawnbroker.

## OUR BUSINESS

(Continued from Page 3)

ourselves as much as we should have. Our immigration figures have dropped and the foreign trade is now a matter of great concern. An active motion picture feature production industry in Canada can be a real factor in assisting our economics at a time when such help is extremely important.